EXHIBIT 86

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Dealertrack DMS *di*
TECHNOLOGY THAT DRIVES YOU.

Call us today (888) 697-8067

You're Paying More Than You Think

Let's plug in the numbers.

There may be a hidden cost lurking within your Dealer Management System (DMS), and it's hiding in plain sight.

According to a study[1], the average dealership uses 6.8 software integrations simply to complete a sale. When DMS providers restrict your data and put limits on third-party integrations, the true cost of technology begins to add up.

You could be spending as much as $42,000, per year, on integration fees alone![2]

Data Integration Fee Calculator

Let's do the math: A typical DMS provider's integration fees add up quick.

Use the calculator below to see how much a typical DMS provider's integration fees could cost your dealership.

How many years are left on your current DMS contract?

3

How many dealerships do you have?

1

Select all of the third-party product categories that you integrate with your DMS:

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☐ Service Scheduling

☐ Service Check-In

☐ Service Inspection

☐ CRM

☐ Desking

☐ F&I Menu

☐ Vehicle Inventory Management

☐ Customer Follow-up

☐ Parts Inventory

☐ Website Integration

☐ Follow-up Marketing

Calculate Data Fees ▶

1. 2017 Cox Automotive Community Poll (small base)
2. Avg. $500/month x 7 third-party apps x 12 months = $42,000/year

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